sending the user location specific content of the determined content type to the mobile device when the user has crossed within the geo-boundary;

determining whether the user is subscribed to a geo-boundary service when the user has crossed within the geo-boundary;

determining whether the user has been offered to join the geo-boundary service within a predetermined time period when the user is not subscribed to the geo-boundary service;

providing the user an offer to join the geo-boundary service when the user has not been offered to join the geo-boundary service within the predetermined time period;

determining whether the user has previously crossed within the geo-boundary within another predetermined time period based on a time stamp when the user has crossed within the geo-boundary;

providing the user with an option to continue the geo-boundary service when the user has previously crossed within the geo-boundary within the another predetermined time period; and

determining the content type when the user has not previously crossed within the geo-boundary within the another predetermined time period and the user has elected the option to continue the geo-boundary service.

11. The method of claim 1, wherein the preferences include the content type compatible with the mobile device.

12. The method of claim 1, further comprising storing the location specific content on a central storage unit, independent of the mobile device.

13. The method of claim 12, further comprising periodically updating or modifying the location specific content, independent of the mobile device.

14. The method of claim 1, further comprising checking capabilities of the mobile device and transforming the location specific content to be compatible with the mobile device based on the checked capabilities.

15. The method of claim 14, further comprising sending a text message to the mobile device when the location specific content cannot be supported on the mobile device.

16. The method of claim 1, further comprising receiving registration information of the user including the preferences, unique identification of the mobile device and subscription information for at least one tour within the geo-boundary.

17. The method of claim 1, wherein the steps are provided on a computing infrastructure which is at least one of maintained, deployed, created and supported by a service provider.

18. The method of claim 1, wherein the steps are provided on a software component, a hardware component or a combination of the software component and the hardware component.

19. The method of claim 1, further comprising charging the user for the location specific content.

20. A computer program product comprising a tangible computer usable storage medium having readable program code tangibly embodied in the storage medium, the computer program product comprising:

first program instructions to receive preference information of a mobile device;

second program instructions to receive a notification when the mobile device has crossed within a geo-boundary;

third program instructions to determine a content type of location specific content to be sent to the mobile device based on the preference information, the content type determined when the mobile device has crossed within the geo-boundary, and the preference information comprising the content type which comprises at least one of text, audio, video and graphics;

fourth program instructions to check capabilities of the mobile device and transform the location specific content to be compatible with the mobile device based on the checked capabilities; and

fifth program instructions to send the location specific and compatible content to the mobile device based on the preference information and the check, the location specific and compatible content being associated with a detected location of the mobile device within the geo-boundary;

sixth program instructions to determine whether the mobile device is subscribed to a geo-boundary service when the mobile device has crossed within the geo-boundary;

seventh program instructions to determine whether the mobile device has been offered to join the geo-boundary service within a predetermined time period when the mobile device is not subscribed to the geo-boundary service;

eighth program instructions to provide the mobile device an offer to join the geo-boundary service when the mobile device has not been offered to join the geo-boundary service within the predetermined time period;

ninth program instructions to determine whether the mobile device has previously crossed within the geo-boundary within another predetermined time period based on a time stamp when the mobile device has crossed within the geo-boundary;

tenth program instructions to provide the mobile device with an option to continue the geo-boundary service when the mobile device has previously crossed within the geo-boundary within the another predetermined time period; and

eleventh program instructions to determine the content type when the mobile device has not previously crossed within the geo-boundary within the another predetermined time period and the mobile device has elected the option to continue the geo-boundary service.

21. The computer program product of claim 20, further comprising twelfth program instructions to store the content on a central storage unit.

22. The computer program product of claim 21, further comprising thirteenth program instructions to periodically update or modify the content, independent of the mobile device.

23. The computer program product of claim 20, further comprising twelfth program instructions to send a text message to the mobile device when the content cannot be supported on the mobile device.

24. The computer program product of claim 20, further comprising twelfth program instructions to receive registration information of a user including the preference information, unique identification of the mobile device and subscription information for at least one tour within the geo-boundary.

25. The computer program product of claim 20, wherein the computer program product is at least one of maintained, deployed, created and supported by a service provider.

26. The computer program product of claim 20, further comprising twelfth program instructions to charge a user for the location specific and compatible content.

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